

Serial No. 09/973,081

Page 2 of 8

LISTING OF THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-10 (Cancelled).

11. (currently amended) A method for acquiring and delivering content, comprising:
 - receiving a content download request from a user terminal;
 - determining if the request is a local download request or a remote download request;
 - if the request is a remote download request, determining if the content is to be delivered directly or indirectly, wherein directly delivering content comprises bypassing an aggregator; and
 - if the content is to be delivered directly:
 - establishing a communications link from a remote content server to the user terminal, thereby bypassing an aggregator,
 - forwarding the requested content toward the user terminal,
 - validating the delivery of the content to the user terminal, and
 - logging the validated delivery in one of a local server database and a remote server database.
12. (previously presented) The method of claim 11, wherein:
 - if the request is a local download request, performing the steps of:
 - analyzing metadata related to the requested content;
 - determining, based on the analyzed metadata, if the requested content is in a correct format for delivery to the user terminal; and
 - reformatting the requested content as needed into a required format for delivery to the user terminal;
 - routing requested content of the correct format to a content delivery server;
 - analyzing a user profile associated with a user of the user terminal and the content metadata; and

Serial No. 09/973,081

Page 3 of 8

based on the analyzed user profile and the content metadata;
applying a digital rights management scheme to the content delivery, and
incorporating one or more advertisements into the requested content
including at least one advertisement targeted to a user of the user terminal.

13. (currently amended) The method of claim 11, wherein:

If the requested content is to be delivered indirectly, performing the steps of:
acquiring the requested content via a remote content acquisition server located
in the aggregator;
if the requested content should be stored at an the aggregator local storage,
performing the steps of:
determining a format of the requested content,
if the format if the requested content is not correct for storage,
reformatting the request content,
storing the requested content;
analyzing metadata related to the requested content;
determining, based on the analyzed metadata, if the requested content is
in a correct format for delivery to the user terminal; and
reformatting the requested content as needed into a required format for
delivery to the user terminal;
routing requested content of the correct format to a content delivery server;
analyzing a user profile associated with a user of the user terminal and the
content metadata; and
based on the analyzed user profile and the content metadata:
applying a digital rights management scheme to the content
delivery, and
incorporating one or more advertisements into the requested content
including at least one advertisement targeted to a user of the user terminal.